



PUBLIC OUTREACH OPTIONS

FOR THE MAJOR CAPITAL IMPROVEMENT PROGRAM AND TRAFFIC IMPACT MITIGATION FEE UPDATE

EL DORADO COUNTY COMMUNITY DEVELOPMENT AGENCY
LONG RANGE PLANNING DIVISION

December 16, 2014

Legistar #14-0245

AGENDA

Background

Public Outreach Scenarios

Recommendation



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BACKGROUND

- Follow up from Sept. 30, 2014 Board Meeting
- 4 Outreach Scenarios provided
- Funding Mechanisms for Update
 - CIP Program Update – Road Fund
 - TIM Fee Update - TIM Fee Program



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April 8, 2014

TIM FEE PROGRAM EXHIBIT B

Fee Program Project List - 2004 General Plan				Allocation of Cost/Percentage		
				Cost Estimate	2004 TIM	2004 EDH TIM
ROAD NAME	LIMITS	DESCRIPTION OF PROJECT	TOTAL (millions of dollars)	%	%	%

Other Projects

Bridge Replacement and Rehabilitation			\$8.1	100.00%		
Fee Program Development and Updates	Various Locations	Includes annual update and five year major review.	\$8.4	37.66%	40.29%	22.65%
Traffic Signals, operational and safety Improvements		Example Projects: Construct new or upgrade existing Traffic Signals, seed funding Intellegent Transportation Systems (ITS) projects, local match funding for safety improvements proportional to new development's impacts.	\$89.3	66.67%	33.33%	
Transit Service Improvements		Example Projects: New bus fleet expansion and park and ride lots.	\$10.5			100.00%



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OUTREACH CONSIDERATIONS

- The purpose of public outreach is to engage the development community, residents, businesses and stakeholders in a meaningful way.
- A comprehensive outreach effort ensures that the process for developing the fee structure is completely transparent and fully vetted before presenting to the Board.



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COUNTY STAFF'S ROLE

- Staff will lead the outreach effort in any scenario chosen
- County's traditional methods include noticing meetings, workshop planning and website updates which normally result in low to moderate public participation.
- Increasing level of effort requires either:
 - Additional staff resources, shifting of other work priorities, extending the project timeline, OR
 - Use of an outside consultant



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PUBLIC OUTREACH SCENARIOS

Scenario 1: Board and Public Agency
Presentations/Workshops Only

Scenario 2: Scenario 1 + Six (6) Additional Outreach
meetings

Scenario 3: Scenario 2 + Limited Support by Flint
Strategies

Scenario 4: Scenario 3 + Mini Roundtables + support by
Flint Strategies



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Scenario	Scenario 1	Scenario 2	Scenario 3	Scenario 4
BOS Presentations¹	\$31,200	\$31,200	\$41,600	\$41,600
Development of Materials	\$13,985	\$24,310	\$24,310	\$24,310
Outreach (Public Workshops)	\$0	\$17,000	\$27,400	\$56,790
Web based tools and Social Media	\$0	\$5,030	\$12,830	\$12,830
Media Relations and Outreach Report	\$0	\$0	\$4,160	\$6,330
Total	\$45,185	\$77,540	\$110,300	\$141,860

¹ Includes Rehearsals

INNOVATIVE ONLINE TOOLS

Proposed outreach includes interactive online tools that allow the public to comments on projects / programs linked to geographic locations.

- [SLOCOGConnectingCommunities](#)
- [Arroyo Grande Projects](#)



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OPEN HOUSE
JULY 13, 2013
2PM-4PM
HALF MOON BAY YACHT CLUB
 214 Princeton Ave, Princeton, CA

Be Part of Princeton's Future!
 Plan Princeton is a study being conducted by San Mateo County to update the land use plan for Princeton. The project will focus on the area west of and including Highway 1, between Pillar Point Harbor and Moss Beach. This will be your first opportunity to learn more about the project and share your ideas! Family friendly!



PLAN PRINCETON!

Enhance Coastal Access

Support the Harbor and Local Fishermen

Promote Economic Development

Protect Sensitive Habitat and the Environment

For more information about Plan Princeton please visit our website at

www.PlanPrinceton.com

Welcome to Plan Princeton! Public Meetings and Workshops Library Questions?

Existing Conditions Report Released!

Welcome to Plan Princeton!

Plan Princeton is a study being conducted by San Mateo County to update the land use plan for Princeton. The project will focus on the area west of and including Highway 1, between Pillar Point Harbor and Moss Beach. The purpose of this project is to make a comprehensive update to the policies, plans, and standards regulating the Princeton study area in order to:

San Mateo County released the second major document in the planning process to revitalize Princeton this week. The Existing Conditions Report summarizes the background information, long-term trends, and opportunities and constraints associated with the Study Area based on existing conditions and available data. It also identifies key factors that will affect decision-making during the planning process.

SAN MATEO COUNTY RELEASES PLAN PRINCETON'S COMMUNITY VISIONING REPORT

Public Weems to Keep Local Character, But Fix Blight

PRINCETON, CA: The first phase of a collaborative, community planning process to plan for the future development of Princeton has resulted in a Community Visioning Report, a document capturing the public's vision for the area's future.

"This document captures the ideas generated from our workshops, interviews with residents and property owners, mail and online surveys and all of the other input received from the hundreds of people who have participated so far in this process," said San Mateo County's Project Manager Summer Burdick.

The report is now available on the project website, www.PlanPrinceton.com, which was established to give the public opportunities to learn more about the effort and share their ideas. Key themes included a general desire to keep Princeton the way it is while improving blighted areas and reducing crime related activities; preservation of its existing character as a working harbor; improving access to coastal recreational activities; and protecting coastal resources.

"We were thrilled with the high level of participation so far and hope that folks will continue to share ideas as we move into the next phase of the Plan Princeton process" said District 1 County Supervisor and plan proponent Don Housley.

The Community Vision Report will guide the development of the Community Plan, Local Coastal Program, and Zoning Regulations Update for Princeton, which is expected to be completed next year.

Community Visioning Report
 October 2013

WHAT IS THE RESULT OF INVESTMENT?

The screenshot shows the City of Mountain View website. At the top right, there are links for "Email Us!" and a search bar. The main navigation bar includes "HOME", "MEETINGS AND WORKSHOPS", and "MORE...". The page features a large blue banner with the title "WELCOME TO THE SHORELINE BOULEVARD CORRIDOR STUDY" and a photograph of a street intersection. Below the banner, there are three columns of text: "WHAT IS THE SHORELINE BOULEVARD CORRIDOR STUDY?", "CITY COUNCIL STUDY SESSION HELD JUNE 24, 2014", and "ATTEND OUR VIRTUAL WORKSHOP!".

WELCOME TO THE SHORELINE BOULEVARD CORRIDOR STUDY

The City of Mountain View is beginning work on the Shoreline Boulevard Corridor Study, a project to determine the feasibility of, and develop a conceptual design for an integrated transit, bicycle, and pedestrian facility in the Shoreline Boulevard Corridor from Downtown Mountain View and the Downtown Transit Center to the City's North Bayshore Area.

[Got a Question?](#)

WHAT IS THE SHORELINE BOULEVARD CORRIDOR STUDY?

The Corridor Study will build on the recommended transportation improvements and strategies identified in the 2013 Shoreline Transportation Study presented to the City Council in March. The transportation improvements and strategies were developed to address the anticipated impacts of the planned long-term growth in the North

CITY COUNCIL STUDY SESSION HELD JUNE 24, 2014

The MountainView City Council held a Study Session on the evening of Tuesday, June 24th at 5:00 PM. City staff and consultant team will provided an overview of the Shoreline Boulevard project work to date, including a detailed review of the project alternatives and next steps.

[Click HERE for the Agenda and Staff Report.](#)

ATTEND OUR VIRTUAL WORKSHOP!



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What is Connect the Coastside?

Connect the Coastside is a Comprehensive Transportation Management Plan that will identify programs and improvements along Highway 1 and Highway 92 to accommodate the Midcoast's future transportation needs. The Plan will evaluate the existing and future residential and non-residential development potential of the Midcoast and City of Half Moon Bay by conducting a land use build-out analysis and an assessment of the current and future transportation system. The technical study will coincide with a broad public outreach program to ensure that the final Plan reflects the unique character and vision of local residents and businesses. The Plan will also provide an assessment of implementation costs and identify potential sources of funding.

Connect the Coastside covers Highway 1 from the just south of the Devils Slide Tunnel to the southern city limits of Half Moon Bay and Highway 92 west from Highway 1 to Interstate 280.

The Plan will be coordinated with efforts by the County, the City of Half Moon Bay and the communities of Montara, Moss Beach, Princeton, El Granada and Miramar.

The Plan will take about a year to complete. We hope you will be part of the process and help us plan to **Connect the Coastside!**



CONNECT
THE COASTSIDE

Subscribe to our mailing list

email address:

Subscribe



Subject: [Connect the Coastsides Virtual Workshop Open to Newer Roads for Highway 92 and Highway 1](#)
Date: July 29, 2014 at 1:56 PM
To: > Test First Name

Help us improve transportation on the Coastsides! [View this email in your browser](#)




Virtual Workshop OPEN!

Connect the Coastsides is a Comprehensive Transportation Management Plan that will identify programs and improvements along Highway 1 and Highway 92 to accommodate the Midcoast's future transportation needs. The Plan will evaluate the existing and future residential and non-residential development potential of the Midcoast and City of Half Moon Bay by conducting a land use build-out analysis and an assessment of the current and future transportation system.

What improvements or enhancements do you think should be considered to accommodate our future transportation needs along the Coastsides? What problems already exist? Think about our roads, intersections, bike lanes or walkways. Will they be adequate to meet our future housing, agricultural, economic and tourism based needs?

We have divided our project study area into 11 segments. Please click below to provide your ideas and comments for each one you are interested in. Your comments will be used along with our initial technical analysis to identify potential opportunities and constraints.

HOME VIRTUAL PUBLIC WORKSHOP - OPEN NOW DOCUMENT LIBRARY CONTACT



Sign Up for eNews and Updates

Name *
First Last

Sign Me Up for eBlasts!
 YES

Email *

Comment

SUBMIT ▶

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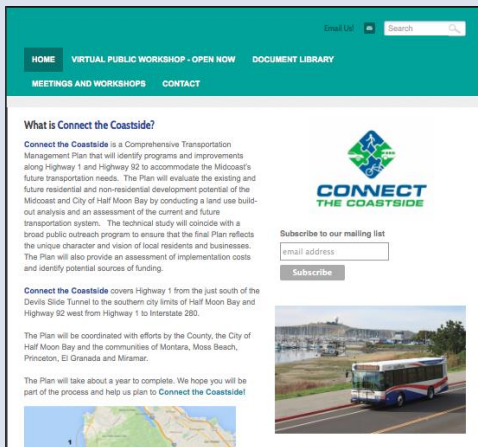
eBlasts and Online



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RESULTS

- Workshop had 80+ attendees
- Four community presentations (Rotary/Chamber 200+ people)
- Online surveys 400+ comments
- Over 3,500 site visits since launch
- 25000+ unique social media views



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RECOMMENDATION

- Staff believes Scenario 3 provides an appropriate amount and type of consultant assistance; Flint Strategies would provide technical information to the public in a more understandable and user-friendly manner and has demonstrated success obtaining a greater amount of public input for traffic impact mitigation fee updates.
- Based on Board feedback and direction to staff on September 30, 2014, staff is recommending the Board select Scenario 2, as it provides for an adequate level of public outreach assistance from KAI to allow staff to focus primarily on project delivery.
- Authorize the Chair to sign Amendment I to Agreement for Services No. 214-S1511 with KAI consistent with the Board's preferred Scenario.



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Comment provided from an outside jurisdiction:

“Ultimately it comes down to this: planners aren't communication professionals even though they get introduced to it in college and they also probably have better things to do with their time that they are better equipped to successfully execute.

And here's a little more specific:

1. Public engagement staff know how to talk to the public about nerdy stuff that planners/engineers get too detailed on
2. The nature of how people want to receive information and engage with it is changing. It's better to have a specialist who knows how to communicate in a way to actually gather useful info from the public – and analyze it and make good decisions with it
3. Staff does still have to manage a public engagement consultant and that takes some time, but it will be less time than it takes for the planner/engineer to do the outreach themselves (though they will do some) AND its more effective because the public engagement consultant brings their expertise to it”